

ABSTRACT OF DISCLOSURE

A projection type image display apparatus that displays an image at high brightness by effectively using light emitted from organic EL element without increasing the size and cost of a projection optical system, is disclosed. The projection type image display apparatus includes a projection optical system that projects the light emitted from the organic EL element onto a target object. The projection optical system has a characteristic non-telecentric toward the EL element with principal rays which passes through the median point of the aperture pupil that captures light diffusively emitted from the EL element converging when seen from the EL element at a pixel position where the object height on the EL element from the optical axis of the projection optical system reaches a maximum.